

# **Arizona Early Childhood Development & Health Board**

## ***FIRST THINGS FIRST***

### **Draft Meeting Minutes**

#### **Call to Order**

The regular meeting of the First Things First – Arizona Early Childhood Development and Health Board was held on Tuesday, October 23, 2007 at the YWCA, 525 Bonita Ave., Tucson, Arizona 85745. Chair Mathis Basha called the meeting to order at approximately 10:07 a.m.

Chair Mathis Basha welcomed special guests Karen Ponder, former Executive Director, North Carolina Smart Start and Leslie Anderson, Leslie Anderson Consulting, who provides technical support from North Carolina's National Smart Start Technical Assistance Center. Chair Mathis Basha stated that starting a program from the ground up is a tremendous challenge and the Board is very grateful for all of their support.

#### **Members Present:**

Nadine Mathis Basha, Rhian Evans Allvin, Pamela Powell, Vivian Saunders, Paul Luna and Gary Pasquinelli

#### **Ex-Officio Members Present:**

Susan Gerard, Tracy Wareing and Amy Corriveau

#### **Absent:**

Cecil Patterson and Gene Thompson

#### **Consent Agenda**

Upon the Motion of Member Luna and Seconded by Member Saunders, the Board adopted the Consent Agenda. The only item on the consent agenda was the Minutes of the September 26, 2007, Board Meeting.

#### **Call to the Public**

*Eleanor Droegemeier, United Way of Tucson*

Ms. Droegemeier spoke on behalf of the United Way's "First Focus on Kids" initiative and Professional Development committee. She stated that the committee is working on some recommendations for the Board to consider as they move forward with their planning that address the issues of professional development for early childhood professionals. Recommendations included asking the Board to put a strong emphasis on and identify the importance of post secondary education for early childhood educators. It is important that wage enhancement is also tied to the educational levels that people achieve to encourage continued support of growth in that area in that field.

*Dr. Anna Binkiewicz, Retired Pediatrician*

Ms. Binkiewicz addressed the Board stating that early, intensive intervention centers for children with special needs are greatly needed in southern Arizona.

*Dr. Keith Dveirin, MD, Pediatrician in Tucson, President of American Pediatrics of Arizona*

Dr. Dveirin stated to the Board that there were a significant number of pediatricians here today. He also stated that the State Chapter of American Pediatrics supported the passage of the proposition last year and would like to continue to be involved with the implementation of the program. As President of the State Pediatric Academy, Dr. Dveirin stated that the Academy is very much interested in this program and would like to partner with First Things First.

*Dr. John Hutter, MD, Retired Pediatrician, Professor Emeritus of Pediatrics at the University of Arizona.*

Dr. Hutter asked the Board to consider child health care issues in the area of identifying intervention programs for high risk patients with an emphasis on looking at how we can intervene to reduce complications and educate parents and families.

*Dr. Barbara Smith, MD, Pediatrician Tucson*

Dr. Smith stated to the Board that the pediatric community wants to be involved with the First Things First initiative as shown by the support from the pediatric community.

*Dr. Burris "Duke" Duncan, Retired Pediatrician*

Dr. Duncan works with special needs children and mentioned to the Board that a mind cannot be wasted, and that is why the pediatricians are present. He emphasized that motor skill development in a child with special needs should have nerve stimulation so a child can function well.

#### **Member Comments and Workgroup Updates**

##### ***Member Saunders updated the Board regarding the Tribal (Education and Funding) Workgroup***

With the assistance of Katie Stevens, the Tribal Workgroup continues to initiate contact with the Tribes. They have scheduled two meetings today in Tucson, and return this Friday to the Intertribal Council of Arizona, which is comprised of 19 of the elected tribal leaders in the state of Arizona. At the ITCA meeting, members will be presented with information on the regional boundaries proposals and asked to provide their input.

##### ***Member Evans Allvin updated the Board regarding the Professional Development Workgroup***

Member Evans Allvin stated the workgroup started out with developing what the components of a system of professional development would include. The plan is to present information at the November special meeting on systems building. They have the frame work agreed upon, as well as 10 recommendations to present to the Board on professional development. The workgroup is now going through the task of pinning down those recommendations and providing more specificity on what would be funded, how progress would be measured, and what kind of outcome would be expected. All of this work is leading to having a concrete plan in place to present to the Board and to use as part of the mix when the strategic planning session convenes in January.

##### ***Member Powell updated the Board regarding the Family Support Workgroup***

Member Powell met with staff on September 25, and identified the goal of this workgroup is identifying parents as advocates for children's health and development. Topics identified were child development, mental health, inclusion, brain development, and education. Member Powell suggested that as this workgroup forms, it's very important that the group looks at a systems approach, and not funding for a specific programs. Parents should be armed with the ammunition to become their children's best advocates throughout the school system and beyond, with an emphasis on developmentally appropriate effective approaches. The workgroup will not be interested in the pieces of the child, but the whole child. Terms for use by the public will be discussed. Stakeholders will be identified for the workgroup by October 31, 2007.

##### ***Member Luna updated the Board regarding Communications and Public Relations***

Member Luna stated that he deferred comment until the Branding item on the agenda.

##### ***Member Pasquinelli updated the Board regarding the Health Workgroup***

Member Pasquinelli stated the workgroup had two meetings, one in August and the other in September. The purpose of the health workgroup is to formulate a definition of a healthy child, prenatal through age five. The workgroup reviewed data on the current status of child health indicators, resources and programs, recommended areas of excellence, and also examined areas needing improvement. Additionally, they reviewed funding gaps and other barriers, reviewed short and long term outcomes and strategies, including cost estimates that will lead to desired outcomes. The workgroup identified options and recommendations for state wide grants that will improve and support children's health development. These options and recommendations may include child care health

consultants and general education and information on access for people who may not know they qualify for Medicare or KidsCare.

At the September 24, 2007 meeting, the workgroup reviewed a first draft the definition of child health and suggested changes to the child health indicators. The committee followed a logic model similar to that of United Way and Member Pasquinelli strongly urged other workgroups to review the logic model.

***Chair Mathis Basha updated the Board regarding the Quality Improvement Workgroup***

Chair Mathis Basha mentioned that one of things being done at this juncture is development of a logic model of a quality improvement rating system. She stated that is where the workgroup is starting. Additionally, she stated that a letter has gone out inviting members to a community workgroup meeting on November 6. The workgroup is having a series of three meetings, working on a rapid timeline in November through January.

**System Building Workshop**

Karen Woodhouse, Deputy Director of First Things First, introduced Karen Ponder and Leslie Anderson. Ms. Ponder and Ms. Anderson are in Arizona through a grant from the National Smart Start Technical Assistance Center, also known as NTAC. Their role is to lend assistance on topics ranging from the development of the management information system, to recommendations on orientation and training for members of the Regional Partnership Councils.

Ms. Ponder spoke to the Board, lending her interpretation of key lessons learned from early childhood system building in North Carolina. Ms. Ponder defined an early childhood system as an organized, inter-related network of elements, programs, and services that assure that all children are served to the level of their individual needs. Early childhood teachers should proceed along a continuum of education and training and all training and education must lead to credentials and diplomas.

**Presentation of Branding on First Things First**

Nicole Stewart introduced representatives Mirja Riester and Marni Steinberg from the RIESTER Marketing and Advertising firm to present logo and tagline recommendations to the Board. Ms. Riester provided a presentation on the development of the First Things First brand, including a logo and tagline, and provided a foundation with which to tell the First Things First story. Ms. Riester's presentation also included a "mood piece" or promotional video, which was viewed by the Board via DVD. The Board discussed RIESTER's recommendation, the "woven pattern" design logo and the tagline which read "The Right System for a Bright Future" and agreed they were the favorites. The Board suggested that they would like to see the logo design in different color combinations, specifically blue, and blue and green together, and asked RIESTER to submit those at the next Board meeting.

A Motion was made by Member Evans Allvin for tentative approval of the woven design logo concept, along with the tagline "The Right System for Bright Futures," pending refinement of the logo colors. Seconded by Member Luna. Motion Carried.

**Presentations**

**AHCCCS Overview**

Rochelle Tigner, Quality Improvement Manager with AHCCCS, presented to the Board information on initiatives to improve children's health, how AHCCCS has implemented the lowest pharmacy costs in the country, how they are presently focusing on reducing the numbers of uninsured, and information on a grant for Healthy Arizona providing enrollment application assistance.

**United Ways of Arizona**

Brian Spicker with Valley of the Sun United Way stated that this was the first time United Way has endorsed an initiative. Investments in early childhood development and health by United Ways of Arizona total \$15,744,357, reaching 262,417 children in the state. Mr. Spicker discussed United Way of Arizona's initiative for investing in early childhood.

Mr. Spicker stated to the Board that United Ways of Arizona supports First Things First, is committed to early childhood education and health efforts, and will help to continue to fuel the engine of early childhood education as they have done in the past. Mr. Spicker added that United Ways of Arizona would like to partner with the First Things First Board.

#### **Regional Boundaries Project Update**

Linda Cannon, consultant to the Board, gave a brief update on follow-up items from the September Board meeting:

- The issue was raised that in the event the Navajo Nation would choose to be their own region, Apache County would be small in terms of number of children and geography. An update to the final recommendation would be to combine Apache County with Navajo County if the Navajo Nation becomes their own region.
- A question was raised in Yavapai County concerning Sedona, which is a community that borders both Yavapai and Coconino County. Consideration was given and the consensus from community members was that Sedona identifies and is closer geographically to Yavapai County. The consensus from community members is that they align with Yavapai County.
- A change to the draft report will align Salt River Pima-Maricopa Indian Community with the SE Maricopa Region.
- A draft option for Pima County would be to divide the county into three regions, northern, central and southern.
- Updates at future meetings will focus on the continuing follow up with the tribal nation communities.

Ms. Cannon stated that boundaries will be adopted at the November meeting. Michelle Katona, Assistant Director for Regional Councils, presented to the Board a proposed regional partnership boundaries overlay based on recommendations from the September Board meeting.

Chair Mathis Basha requested Mr. Hibbs provide reasonable estimated numbers of children in the regions, the number of children in poverty and calculate the potential amount of funding that would be allocated to each region.

#### **Needs and Assets Report Update**

Linda Cannon gave an update to the Board on the Needs and Asset Assessment report. The first draft of the report has been reviewed by staff and Ms. Cannon stated that a revised draft will be completed tomorrow with the recommended changes suggested by staff included. The first draft of the layout and design of the report will be complete and submitted to the Board for review on November 9, 2007. The final draft will be presented to the governor at the December 12 Board meeting.

Ms. Nicole Stewart also spoke about the layout, design and production of the Needs & Assets report. She stated that everything is moving along as scheduled with Brand Canyon, the agency contracted to do the work. Ms. Stewart stated that she is confident that Brand Canyon will meet all of our deadlines, and that a communications

plan outlining how the report will be distributed and marketed will be provided to Board members on November 9, along with the actual report.

Chair Mathis Basha requested that the draft be available to the Board members to review before the next meeting.

#### **Executive Director's Report**

Elliott Hibbs, Executive Director, presented to the Board his monthly report which included updates on the following:

##### **Regional Boundaries**

The Board approved preliminary acceptance for 17 of the 20 Regions, with further study requested of proposed regions in Pima, Navajo and Apache counties and ongoing communication with each Tribal government regarding the proposed Regions. Final approval will take place during the November 27, 2007 board meeting in Phoenix; however, tribal nations have until March 1, 2008 to decide to join the proposed Regions or establish a Region of their own.

##### **Needs and Assets Assessment**

The October draft of the Needs and Assets Assessment was completed and reviewed by staff prior to the November board meeting for comment. Brand Canyon has been selected to layout, design and print the report. The final printed report will be presented at the December 12<sup>th</sup> Board meeting. Using "Opportunity Knocks Delaware" as a template, Brand Canyon will have initial design draft as soon as possible after branding elements are approved and adopted by the Board.

##### **Workgroups**

Work plans have been prepared by each workgroup with actions and timelines for completion. Most workgroup plans target completion of identified activities by no later than January, 2008.

The Staff met with Member Evans Allvin to discuss the template draft for early childhood system components for presentation to the Board on November 7<sup>th</sup>. The draft will be finalized by October 24<sup>th</sup>. Individual meetings with each policy specialist were held to review and to finalize the format for action plans related to Board work group's activities. The EC division also met with Member Gerard and DHS staff on October 12<sup>th</sup> to discuss strategy for forwarding a proposal to change ratio and group size rules for childcare centers.

##### **Administrative**

A few administrative positions have been filled since the last meeting, including Nicole Yancey as monitoring manager for the Finance Division. This will bring total staff to 34 by mid-November. The Regional Coordinators and Regional Managers, plus other positions to perform necessary duties, will be phased in on an as-needed basis during the coming months.

Expenditures continue within the expected budget. September expenses were \$231,504, compared to a budget of \$399,803. The savings generally was from vacancy savings as some positions were not filled as soon as expected. Professional Services for consulting contracts was slightly over budget (\$8,231), as were equipment expenditures for September. The variance is for consulting services budgeted over a three-month period.

Revenues from tax receipts for September totaled \$16 million, which brings the total tobacco tax revenues for the first quarter of the fiscal year to \$42.3 million. In addition, interest earnings for September added another \$240,268 to the total receipts. Monies were split into the administrative account and program accounts as required by law.

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The construction of the 8<sup>th</sup> floor office is scheduled to be completed by November 1, 2007 and the modular furniture is being installed during the next two weeks. The actual move in date is set for November 19, 2007.

The appointment of a replacement for Jack Jewett has not been finalized, but is moving closer. According to staff at the Governor's office, appointment should be complete prior to the Special Board meeting on systems building set for November 7, 2007.

**Other Key Objectives**

A training and orientation program for Regional Partnership Council members, Regional Coordinators and Managers has been discussed with Karen Ponder and Leslie Anderson, representatives from NTAC. Staff is using their materials as a template to develop materials tailored to specific needs in Arizona. In addition, they are helping develop a concept for an initial statewide gathering of new council appointees in April or early May of 2008 to help get them off to the right start. Work will continue with NTAC to develop training and orientation programs.

Staff is also using the week of October 22<sup>nd</sup> to discuss various other issues with Ms. Ponder and Ms. Anderson. Discussions include how big a staff it takes to manage the various regions, given that they will vary as to the number of children being served, as well as how to effectively manage grant preparation, issuance, application review and monitoring after funding. Staff will be going to North Carolina to observe and learn about the processes and approaches Smart Start has developed and the IT system for data collection, monitoring and reporting during the first week in December.

**Next Meeting**

The next Board meeting will be a Special Meeting held on November 7, 2007, in Phoenix. The next Regular Meeting will be held November 27 and 28, 2007 in Phoenix, Arizona; time and location to be announced at a later date.

**Adjournment**

There being no further business, Chair Mathis Basha adjourned the meeting at 3:15 p.m.